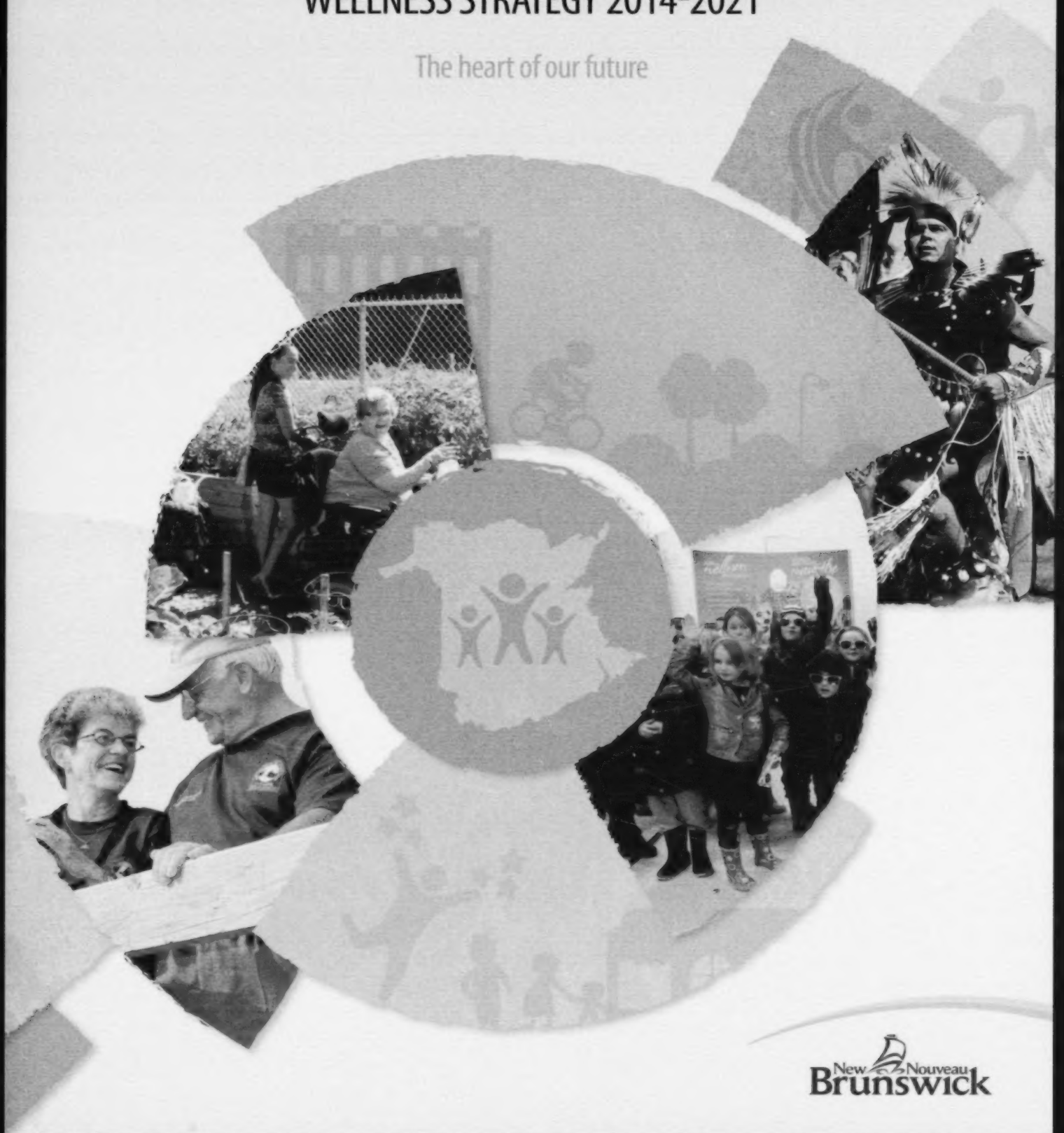
NEW BRUNSWICK'S WELLNESS STRATEGY 2014-2021

The heart of our future



New Nouveau Brunswick

New Brunswick's
Wellness Strategy 2014-2021
The heart of our future

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FOREWORD

WHY WELLNESS?

We all care about wellness. It's a topic of daily conversation for most people, when we communicate with family members, colleagues, neighbours and others we meet. It might be a question about how family members are feeling, a comment about an upcoming recreational activity, a chat about how well a community event was organized and attended, a concern expressed about a neighbour or classmate, or an inquiry to a local business owner about how things are going. Wellness is a common topic because of what we value and what is important to us:

"So I can be the best I can be, inside and out."

"To be well now and in the future, and to enjoy quality time with my family and friends."

"So our children have the best possible start, and develop into healthy, active adults who are able to make the most out of their lives."

"To live a long and healthy life."

"To feel like I'm part of the solution, connecting with others to make our neighbourhood better."

"To live in good health, as independently as we can and for as long as possible, but with support when we need it."

"To have a voice and make a difference at my school."

"To share our history, traditions and wisdom."

"To contribute to our communities and our province, creating the best conditions to thrive here and now and ensuring a prosperous future for generations to come."

"So I can be productive and positive in my workplace."

We value wellness. We recognize that it impacts our physical and mental health and ultimately, our quality of life. We need to encourage and support each other to increase the number of New Brunswickers with capacity to support healthy development and wellness. We need to work together to increase the number of homes, schools, communities, workplaces and other settings that have conditions to support wellness.

New Brunswick's Wellness Strategy represents part of the conversation. It is based on ideas and best practices, experiences and evidence from wellness stakeholders and current research. It can serve as a catalyst for further dialogue and action as we work to achieve enhanced quality of life for all.

The Wellness Strategy will be complemented by the work and resources created by and for individuals and families, communities, schools, workplaces, levels of government and others.

BACKGROUND

Caring about New Brunswickers' wellness is a long-term commitment for many in the province. Individuals and groups, non-profit organizations and coalitions, communities and businesses, agencies and governments at all levels have been working to improve the quality of life for all New Brunswickers.

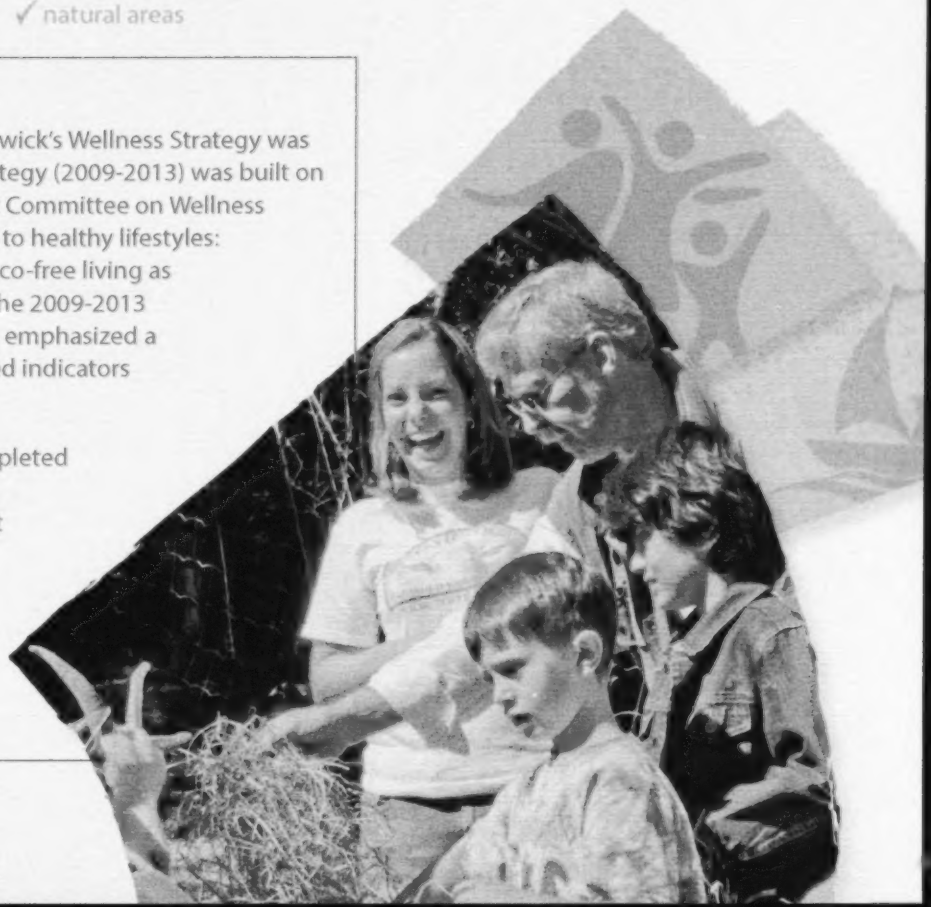
Wellness happens through a wide range of actions. The capacity to take collective action involves people and organizations building on their own assets and sharing their assets. There are countless examples including work related to:

- ✓ housing
- ✓ food security
- ✓ community development
- ✓ healthy lifestyle behaviours
- ✓ literacy
- ✓ accessibility and inclusion
- ✓ healthy aging
- ✓ poverty reduction
- ✓ the built environment
- ✓ sport opportunities
- ✓ public health
- ✓ mental health
- ✓ early childhood development and education
- ✓ recreation experiences
- ✓ safety
- ✓ natural areas

Strategy History

The original framework for New Brunswick's Wellness Strategy was developed in 2006. An enhanced Strategy (2009-2013) was built on the recommendations from the Select Committee on Wellness (2008). It focused on key goals related to healthy lifestyles: healthy eating, physical activity, tobacco-free living as well as mental fitness and resilience. The 2009-2013 Strategy built on the original Strategy, emphasized a collaborative approach, and introduced indicators and targets.

A comprehensive evaluation was completed in early 2013 to assess the Wellness Strategy's implementation and impact to date (2006-2012). The evaluation revealed evidence of progress and positive impact, and generated a number of recommendations which were taken into account in creating the renewed Strategy.



A key recommendation from the evaluation was to broaden the focus of the Wellness Strategy, to encourage action on **all** the dimensions of wellness and on all the determinants of health rather than limiting it through the four previous healthy lifestyle goals. This renewed focus recognizes that, in order to achieve sustained population level improvements on wellness, the goals must be broader in scope than only addressing healthy lifestyle behaviours.

Throughout its implementation, the Government of New Brunswick has been and continues to be a champion of the Wellness Strategy.

New Brunswick's Wellness Strategy 2014-2021

New Brunswick's Wellness Strategy 2014-2021 is a revised framework and a road map. It can enable all New Brunswickers – any and all communities, schools, workplaces, individuals or families, organizations or government departments - to see how their goals, activities or mandates are supported by improved wellness in New Brunswick and how they can contribute to enhancing wellness within our province.

The renewed Wellness Strategy supports action on all dimensions of wellness and on all determinants of health. It recognizes and enables the contributions, strengths and skills of New Brunswickers. It can facilitate collective and strategic action, and be a catalyst for dialogue and movement among New Brunswickers.

The renewed strategy is truly New Brunswick's Wellness Strategy, where everyone benefits from improved wellness and therefore everyone has responsibility towards improving the wellness of all New Brunswickers.

The timing couldn't be better!

"Social progress is the capacity of a society to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance the quality of their lives, and create the conditions for all individuals to reach their full potential."

Social Progress Imperative[1]

VISION

A healthy New Brunswick where, together, we learn, work, play and live in a culture of wellness.

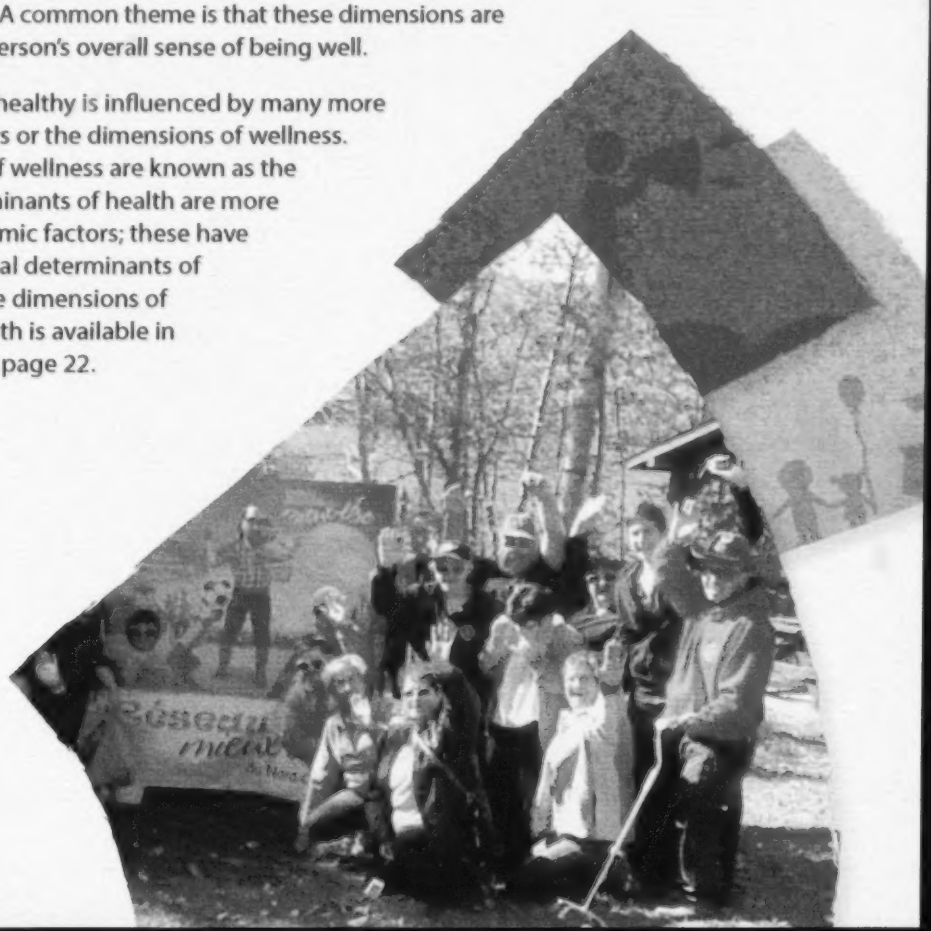
WHAT IS WELLNESS?

For New Brunswickers, wellness is about feeling good, living well, being healthy and having a good quality of life. It is more than the absence of disease or illness. Wellness impacts us no matter where we live. It influences our decisions; how we create and learn, play and work; how we build our lives, families and communities; and how we connect with each other and contribute to making our province better.

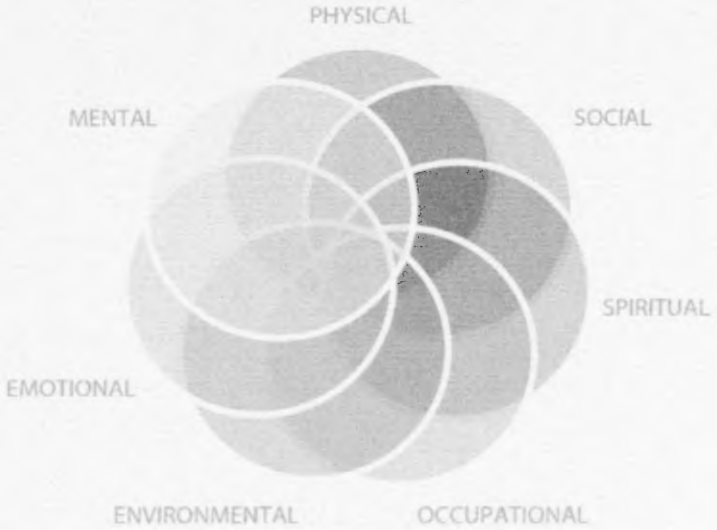
> *Wellness is the optimal state of health and well-being of individuals and groups. It is the ability of people and communities to reach their fullest potential, both in terms of health and fulfillment of purpose. The active pursuit of good health and the removal of personal and societal barriers to healthy living are key elements to achieving wellness.*[2]

There are many different ways to think about wellness. Very often, a description of wellness includes several dimensions. A common theme is that these dimensions are all connected and all contribute to a person's overall sense of being well.

Of course, whether or not people are healthy is influenced by many more things than their individual behaviours or the dimensions of wellness. Factors that can influence our levels of wellness are known as the determinants of health[3]. Some determinants of health are more specifically related to the socio-economic factors; these have sometimes been described as the social determinants of health. Detailed information about the dimensions of wellness and the determinants of health is available in the section **OUTCOMES** beginning on page 22.



7 DIMENSIONS OF WELLNESS



When members of a society recognize that health is much more than health care; work together to address all the social, economic and environmental determinants of health; and focus on all dimensions of wellness, then the health and well-being of a population will be optimized.

Taking action on the factors which influence health and support wellness builds communities and benefits society - good health matters to every person, family and community and is essential for economic and social development.

When we are healthy and well, we will have enhanced quality of life. When New Brunswick is well, we will have the foundation for a strong, prosperous and successful province, now and for future generations.

"Everyone can benefit from being well. Everyone benefits when we are well."

What is a "culture of wellness" and what will it look like?

> *Our culture measures our quality of life, our vitality and the health of our society. Through our culture we develop a sense of belonging, personal and cognitive growth and the ability to empathize and relate to each other. Direct benefits of a strong and vibrant culture include health and wellness, skills development, social capital and economic return.*[4]

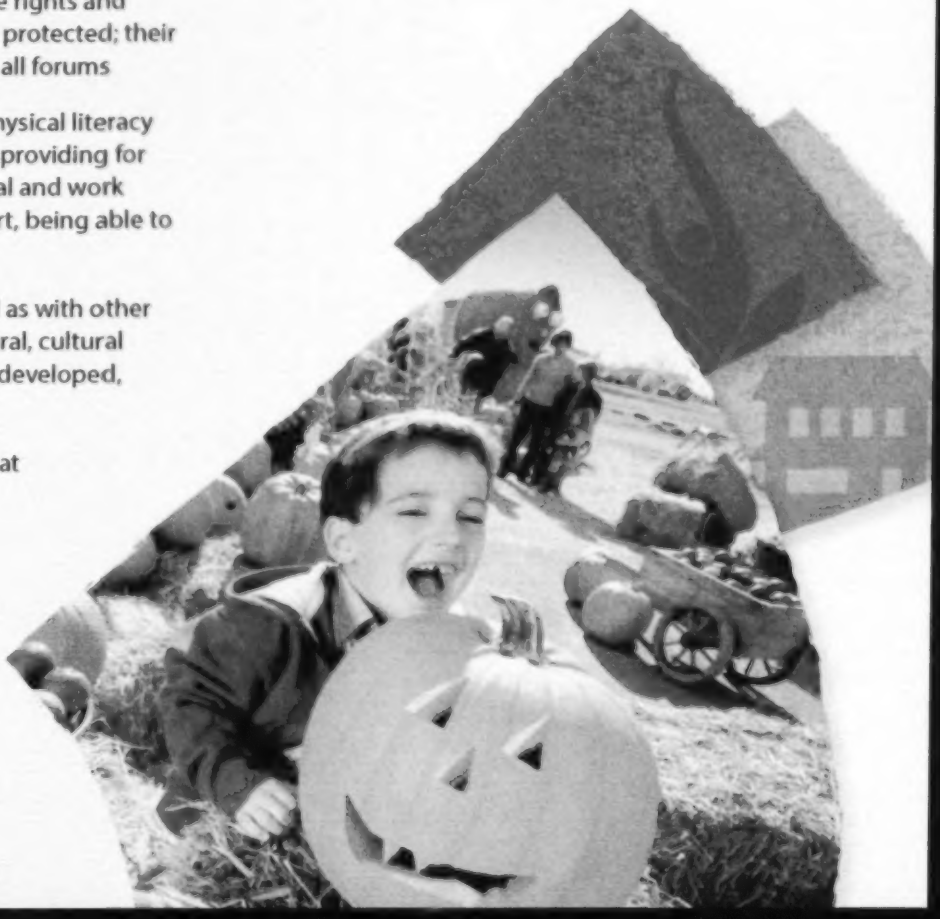
New Brunswickers treasure our province and our culture. We recognize that we have built a foundation for a culture of wellness. Moving forward, we can build on this foundation.

A culture of wellness means that New Brunswick will have:

- The ability to meet all people's basic needs in order to live with dignity, security and in good health, meaning people have enough healthy food to eat, access to safe drinking water, appropriate housing, social support, sufficient income, access to transportation, and are safe and secure

- Age friendly communities that are inclusive for all people, from infants to seniors, for all cultures, for all abilities
- Support for all New Brunswickers to live independently regardless of age or abilities
- Opportunities for employment, personal development and community engagement
- A strong continuum of education, services and supports that provide children with greater opportunity to reach their full potential and contribute in meaningful ways. The rights and interests of children and youth are protected; their views are heard and considered in all forums
- Support for the development of physical literacy and fundamental movement skills providing for lifelong participation in recreational and work pursuits (e.g., physical activity, sport, being able to safely lift or transfer someone)
- A connection with the past, as well as with other groups and individuals where natural, cultural and heritage assets are preserved, developed, supported and shared
- A natural and built environment that supports physical activity, social connectedness and active transportation for all
- A clean, safe environment (including protection of air, water, and land) that is sustainable and is part of a diverse, vital and innovative economy
- A priority on health and wellness, with generally high standards of health and less sickness
- A sustainable long-term care system

"In a culture of wellness, environments would be supportive so that good health would be experienced by all, and wellness behaviours would be the norm because they are the easy and natural choices."



CONTEXT

Where are we now?

Modern-day living in New Brunswick has many benefits but the pressures of busy schedules, modern conveniences and conditions within our environments have made living well a challenge for many people.

When people's basic needs are not met or they face circumstances that make it difficult to thrive, whether it be poverty, food insecurity, unemployment, housing concerns, health conditions, an insecure home life, etc.	"I am poor and I am not working. I never have enough food and I don't have money for rent so I'm couch-surfing. Tomorrow is more of the same. And I don't feel well most of the time."
Persuasive marketing of non-nutritious food and beverages, and unhealthy lifestyle products	"There are so many advertisements for unhealthy food, beverages and lifestyle products. . . whether I am aware of it, they influence how I think and choose."
Easy access to inexpensive processed foods (which tend to be less nutritious), less access to locally grown whole foods, and a lack of knowledge and skills or less time to prepare meals from scratch	"I never learned to prepare meals from scratch. And I don't have the time or money to eat as healthy as I should. I find it's easier to eat out or buy packaged foods."
A lack of time (real or perceived) to invest in wellness-related activities (such as time alone or with loved ones, participating in physical activity or other recreational experiences, volunteering, resting)	"I rarely have time for myself, much less time to relax and hang out. And I almost never find time to visit with friends, go for a walk or volunteer."
Too much time spent sitting, whether it's at a desk, on a couch, in a car - being sedentary, often with electronic devices and screens	"We spend so much time sitting – at our desks, on the couch, in our car – and don't get me started about how much time we stare at screens!"
Communities designed for cars and commuting instead of active transportation (recognizing the reality of commuting for people who live in rural communities)	"Generally speaking, our communities are designed for cars and commuting instead of active transportation." "Living in a rural area, my kids spend quite a bit of time on the bus going to and from school. Us too, for work and quite often for activities, groceries and errands."
Fewer opportunities for community connections	"From the stories my grandmother told, people seemed to be closer and our communities used to be more connected. I would like to feel that sense of support and connection."
Changing demographics (movement to urban centres, less land-based living, people moving for jobs, aging population)	"So many people have moved from our area, especially the younger ones. They're moving to the cities or away for work."

New Brunswick's Population Health Snapshot

When our wellness is measured in different ways, it is apparent that many New Brunswickers are not as well as they can or would like to be. The following table highlights selected health determinant indicators reported by the New Brunswick Health Council in the Population Health Snapshot 2013-2014[5].

Health Determinants	NB Male	NB Female	NB Average	Canadian Average
No high school diploma (25-64 years old) (%, 2011)	18.6	15.0	**16.8**	12.7
Unemployment (15+ years) (%, 2012)	-	-	**10.2**	7.3
Low income (%, 2011)	15.4	18.8	**17.2**	14.9
Violent crime (Rate per 100,000 population, 2012)	-	-	**1,476**	1,190
Physical activity during free time, moderately active or active (%, 2012)	51.8	53.5	**52.7**	53.9
Eat 5 or more fruits or vegetables a day (%, 2012)	21.7	40.8	**31.7**	40.6
Adults with unhealthy weight (obese) (%, 2012)	28.9	27.3	**28.0**	18.4
Current smoker, daily or occasional (%, 2012)	27.4	20.1	**23.7**	20.3
Coming in contact with second-hand smoke at home (%, 2012)	7.4	4.5	**5.8**	4.7
Avoidable hospitalization (Aged-standardized rate per 100,000, 2011/12)	506	415	**460**	290

When compared with other Canadians, there is clearly room for improvement. It bodes well that New Brunswickers have at least two significant strengths that support wellness. We have a somewhat strong or very strong sense of belonging to our communities (NB average: 70.6%, Canadian average: 66.1%). As well, we are satisfied or very satisfied with life (NB average: 93.5%, Canadian average: 92.4%)[5].

We can build on these strengths. The good news is that the movement to improve wellness is growing within New Brunswick. It is inspired by people who are striving to make healthy choices, each day. It is energized by people and organizations across the province who are working to improve the many factors that influence our environments and our opportunities to live well. And it is driven by a collective common purpose to make ourselves and our province healthier and well.

There's more good news!

The 2013 Wellness Strategy evaluation found that there was notable progress across the province - especially in the school and community settings - for actions related to working in partnership and collaboration as well as building capacity to reach and engage New Brunswickers.

"Throughout New Brunswick, we are recognizing our capacity, knowledge and assets, within ourselves and our environments, to positively impact wellness. It's about owning what we can do to become more well and working together to create healthier, more supportive communities for all."

GUIDING PRINCIPLES

Principles guide decisions, behaviours and actions. New Brunswick's Wellness Strategy is based on several principles which are important for success and will help guide our collective work in improving the wellness of New Brunswickers. They are not mutually exclusive; they complement and strengthen the efforts of individuals, communities, organizations and government, who are acting on the **dimensions of wellness** and **determinants of health**.

Using a comprehensive approach

A comprehensive approach involves strategic actions within and across all key settings. It is most effective when it involves many stakeholders taking coordinated action at various levels of influence, and in a variety of ways.

Focusing on inclusiveness and equity

Everyone has the right to be well – to reach their fullest potential and achieve an optimal state of health and well-being, regardless of characteristics such as age, socioeconomic status, gender, language, ability, sexual orientation, ancestry or geographic location.

Inclusiveness means we intentionally create and sustain environments that value and respect all individuals for their uniqueness, their talents, skills and abilities to the benefit of all. It is about creating a culture that strives for equality and embraces, respects, accepts and values differences.

Equity means that we strive to ensure equal opportunities for success for all, by addressing differences that are avoidable, unfair or systematically related to social inequality and disadvantage. Equity is considered in the context of issues such as gender (e.g., wages, opportunity); allocation of resources (e.g., how resources are used or distributed); social programming (e.g., who has access or uses programs); and good health (e.g., how people from different communities or regions have different health outcomes).

When everyone has the means to thrive and is enabled to participate as fully as possible in the mainstream of community life[6] – with social, economic and cultural roles – our province will be healthier than when we face insecurity, exclusion and deprivation[7].

Building Competence, Autonomy and Relatedness – The CAR Model

Considerable evidence[8] demonstrates that when our environments provide opportunities for us to satisfy our three basic psychological needs, we are more motivated and engaged, our overall wellness is improved and we are more apt to make healthy lifestyle choices. We have stronger supportive social networks, we are more ready to take advantage of opportunities that arise, and we are able to make positive choices for ourselves and our families. These three basic psychological needs are foundational, regardless of the person.

Competence refers to our need to be recognized for our talents and skills, and to have opportunities for using our own strengths in achieving personal and collective goals. Fulfillment of this need provides us with a sense of purpose, achievement and accomplishment.

> *"I have abilities, strengths and gifts that are recognized by me and others. When I use them to meet goals and help others, I feel a sense of accomplishment and worth."*

Autonomy refers to the need to have a choice, express ideas and opinions (a voice), and have the ability to make decisions about things that are important to you. When this need is satisfied, in conjunction with other need areas, people tend to make choices that demonstrate respect for themselves and the people around them.

> *"I have a voice and I am able to make decisions about things that are important to me and others. Others support me in my choices."*

Relatedness refers to the need for connection to and closeness with family, peers and other significant individuals. Fulfillment of this need is met through interaction with others, membership in groups, and the support and encouragement received from others.

> *"I feel that I belong and am connected to important relationships that support and encourage me. I also support and encourage others in spirit and action."*

Mindfully integrating opportunities to build competence, autonomy and relatedness into all initiatives and settings (referred to as the mental fitness approach) is critical to successful engagement and actions on wellness.

INTEGRATING THE CAR MODEL

Ask these questions during planning, implementation and delivery to enhance participant engagement and increase the quality and success of initiatives.

How do we recognize the skills, strengths and knowledge of others and enable them to contribute?

"According to Self Determination Theory, [these] three basic psychological needs are universal and thus must be satisfied in all cultures for people to be optimally healthy [well]."[9]

GOALS

What do we want to accomplish?

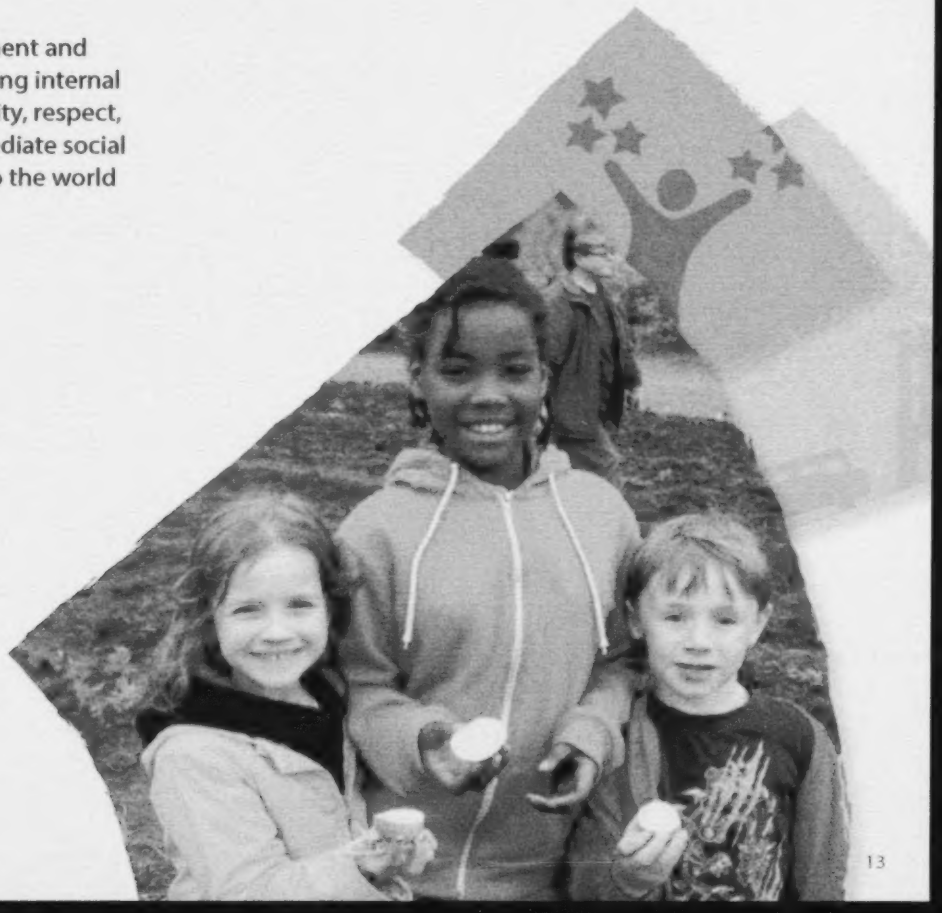
The Wellness Strategy focuses on two key goals:

- Increase number of New Brunswickers with capacity to support healthy development and wellness.
- Increase number of settings that have conditions to support wellness.

Capacity to support healthy development and wellness refers to developing and having internal assets such as self-esteem, responsibility, respect, honesty, resilience as well as the immediate social network that connects an individual to the world around them.

Conditions to support wellness in schools, workplaces, homes, communities and other settings provide the opportunity for healthy and positive choices to be easier and more accessible. These can be physical conditions such as accessible and affordable public transportation or social conditions such as networks connecting new mothers.

The following sections describe key components that support effective and collective action on these goals.



WHO PLAYS A ROLE?

Effectively building a culture of wellness depends on the collective efforts of New Brunswickers. Working together towards a shared vision, with shared responsibility and ownership, will increase the impact of all efforts in all environments.

Wellness stakeholders in New Brunswick now have several years of experience in working together within the previous framework of the Wellness Strategy and in helping to grow a wellness movement. Many partners have developed their own complementary strategies which strengthen the collective work.

Integrating wellness within stakeholder's mandates, strategies and initiatives maximizes opportunities to positively influence the wellness of New Brunswickers. There are significant relationships between wellness and many other government priorities such as early childhood development, health, education, poverty reduction, food security, sport, recreation, the physical environment, public engagement, the needs of seniors, and our safety.

Individuals, families and informal groups make choices and take actions every day that have an impact on their wellness. At the same time, their choices and behaviour are influenced by many factors. Taking responsibility for what we can is important, whether it be seeking credible information, developing life skills necessary to prevent disease, practicing self-care, building healthy relationships, coping with challenges and making healthy decisions.

Communities are at the heart of action on wellness. Healthy communities provide opportunities to access affordable housing, transportation, healthy and nutritious foods, education, employment, recreational pursuits, clean air and water, and a safe and nurturing environment. Community-based organizations support community capacity and mobilization, identifying and building on community strengths.

Organizations, networks and coalitions support capacity-building and mobilization in communities, regions and for the province. They provide opportunities for participation and inclusion. These groups have a significant role in creating and sustaining positive change through a wide range of actions that contribute to wellness.

Health and social service providers have a significant role to play in supporting the wellness of New Brunswickers. They assist individuals and families to achieve and maintain well-being through a diverse range of services and facilities, in communities, regions and as a province. Health-care services are designed to maintain and promote health, prevent disease, and restore health and function. Social services provide support for adequate income, appropriate and healthy living conditions, individual support networks and strengthened social networks.

Educators have a role in teaching skills, building capacity, conducting research, sharing knowledge and promoting lifelong learning. Early learning and child care facilities and schools create a more equitable start for children and youth. They also serve, along with universities, colleges and other learning institutions, as hubs of activity for individuals, families and communities.

Private sector partners can create employment, training and learning opportunities. Private sector partners lead and collaborate on wellness by developing workplace wellness for employees, and through safe practices and innovative initiatives. They support activities within their communities and throughout the province, whether through the provision of goods and services, volunteerism or financial contributions. They impact on the socioeconomic status and quality of life for New Brunswickers.

Governments at all levels (local, municipal, provincial, federal and First Nations) have a vital role to play in bringing groups together around a common vision, making wellness a priority, addressing equity and creating conditions so that healthy choices are more accessible. Governments promote the wellness and health of their citizens and employees. They create policies and legislation and invest in programs, services and initiatives that support healthy New Brunswickers and healthy communities, schools and workplaces. Governments lead, follow, partner, support, promote, evaluate and otherwise contribute to decisions and strategic action on wellness, at all levels.

"The people and communities of New Brunswick recognize their strengths (competences) and the value of their contributions to wellness in the province."

Shared ownership and responsibility for the wellness of our population and our province involves all of us:

- Individuals, families, informal groups
- Communities
- Organizations, networks, coalitions
- Health and social services providers
- Educators
- Private sector
- Governments; First Nations

HOW TO EFFECT CHANGE?

Wellness is influenced by our own capacity to make positive choices, but is also very much impacted by our environments. Most of what influences health is outside the health care system. To create a culture shift towards wellness, we need everyone to participate in this change. Change is rarely easy for people or the environments we influence. It often requires a gradual progression of small steps toward a larger goal until ultimately, the change becomes sustained and an embedded practice.

Although there is no one solution or pathway to create this culture shift, we need to take coordinated action that is integrated across multiple fronts, and at every level, in order to make a lasting change.

This is known as a **comprehensive approach** (one of our guiding principles).

Research identifies the following **key actions** as effective in a comprehensive approach:

Building Partnerships and Collaboration *Join, form relationships, work together*

Partnerships help embed the goals of the Strategy across all settings, at all levels and within all sectors. Effective collaboration supports joint action and sustainable change. This can happen at all levels, from working with a friend to change behaviour, to broad based coalitions which bring many organizations together to create change, to various levels of government or different government departments working together.

Benefits:

- Enhances capacity for information and knowledge sharing.
- Brings in diverse perspectives and ideas to create innovative solutions.
- Leverages support and resources.

Consider:

- Reaching out to offer support to a family member or neighbour who is trying to make positive change.
- Developing new opportunities and strengthening existing partnerships to enhance collective impact and reach.
- Identifying and building on priorities within and across jurisdictions where we can work collectively, e.g., pan-Canadian efforts where governments (federal, provincial, territorial) work together on issues such as healthy weights, recreation, labour market training.
- Using the mental fitness approach to foster teamwork, listen to and respond to voices of those involved, build relationships (for more information, see page 12).

Supporting Asset Based Development *Use positive assets and build on existing strengths*

This is a strength-based approach that focuses on the positive assets that exist in order to build capacity to create positive change (rather than a problem-based, needs approach). Assets include skills and knowledge of individuals; the connections and reach of organizations; resources, material and infrastructure; as well as supports and services of local institutions. This approach works whether we want to create positive change in our families or communities, in schools, workplaces or any other setting.

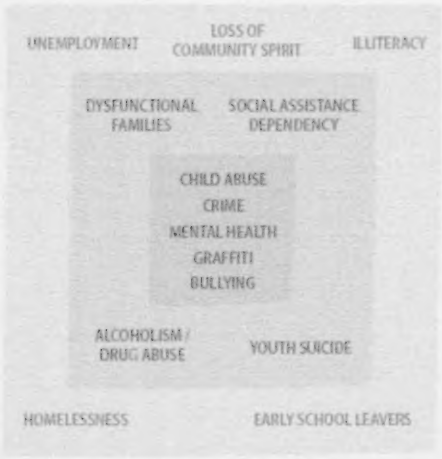
Opportunities that bring individuals, organizations, institutions and other partners together to learn and plan are a key mechanism to support this approach.

Benefits:

- Discovers hidden assets and resources.
- Recognizing and celebrating local capacity and strength helps build pride in our communities and respect for each other.
- Promoting community involvement and belonging contribute to our wellness (for more information, see page 24).

Consider:

- Identifying, sharing and celebrating the strengths of family members to support positive change.
- Developing or enhancing sustainable networks to support action and engagement of citizens, schools, workplaces, community partners and others on locally-identified wellness priorities.
- Being inclusive by inviting participation of anyone who is interested or could contribute, by using the mental fitness approach (for more information, see page 12).
- Using available information and build on existing programs to promote supportive environments.
- Identifying and documenting (mapping) assets and how they can be used
- Providing learning and planning opportunities (workshops, provincial / regional conferences, etc.).



Adapted from *www.brighterfuturestogether.co.uk*

Implementing Promotion
Communicate, share and promote

Promotion refers to the development and/or use of communication strategies including word-of-mouth, social marketing and resources to provide information and to create positive social change to improve the health of populations (including vulnerable populations).

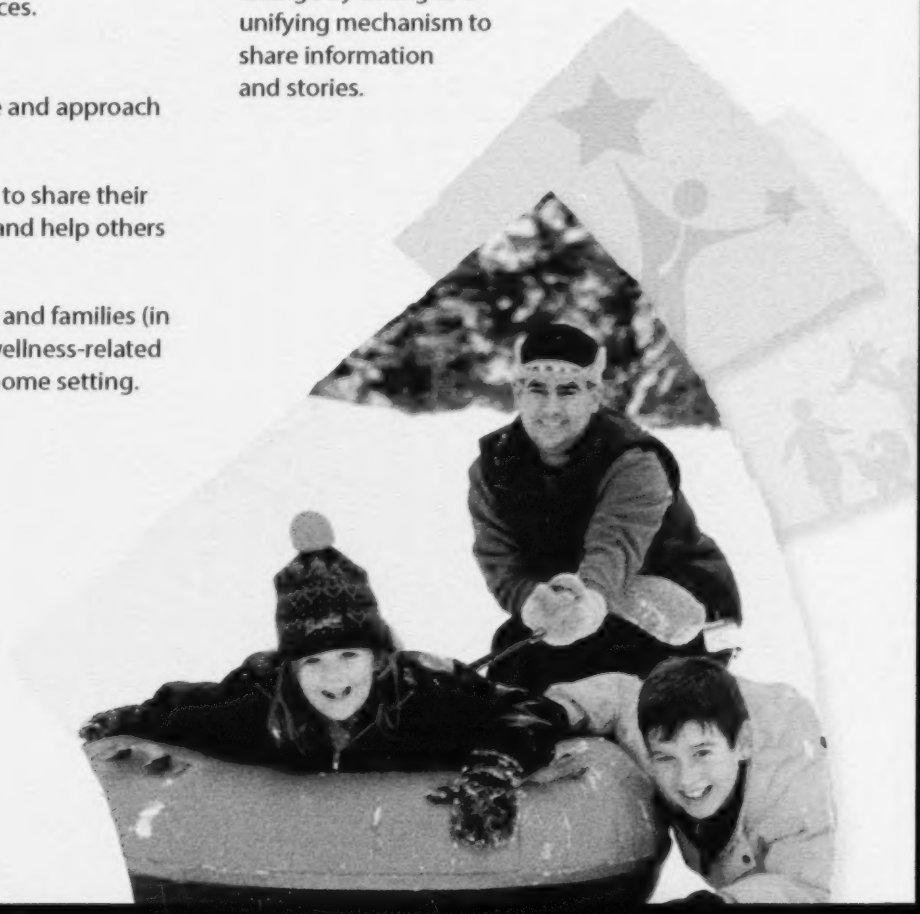
Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social media tools (e.g., Facebook, website, Twitter, blogs) provide opportunities for sharing up-to-date information and resources, setting wellness goals, and highlighting evidence informed practices.

Benefits:

- Helps develop a common language and approach to wellness.
- Provides an opportunity for people to share their successes, methods and strategies and help others build on lessons learned.
- Educating and inspiring individuals and families (in particular) can have an impact on wellness-related decisions and activities within the home setting.

Consider:

- Using the mental fitness approach to develop positive messages that will engage and support healthy behaviour change in individuals, families, organizations and within all environments (for more information, see page 12).
- Identifying information gaps and developing resources to provide information.
- Changing the understanding and behaviour of decision-makers and the public to take or support action on determinants of health.[10]
- Exploring social marketing initiatives such as the Wellness Movement as a way to inspire social change by acting as a unifying mechanism to share information and stories.



Developing Leadership, Policy & Legislation *Lead, influence, develop and apply policy and legislation*

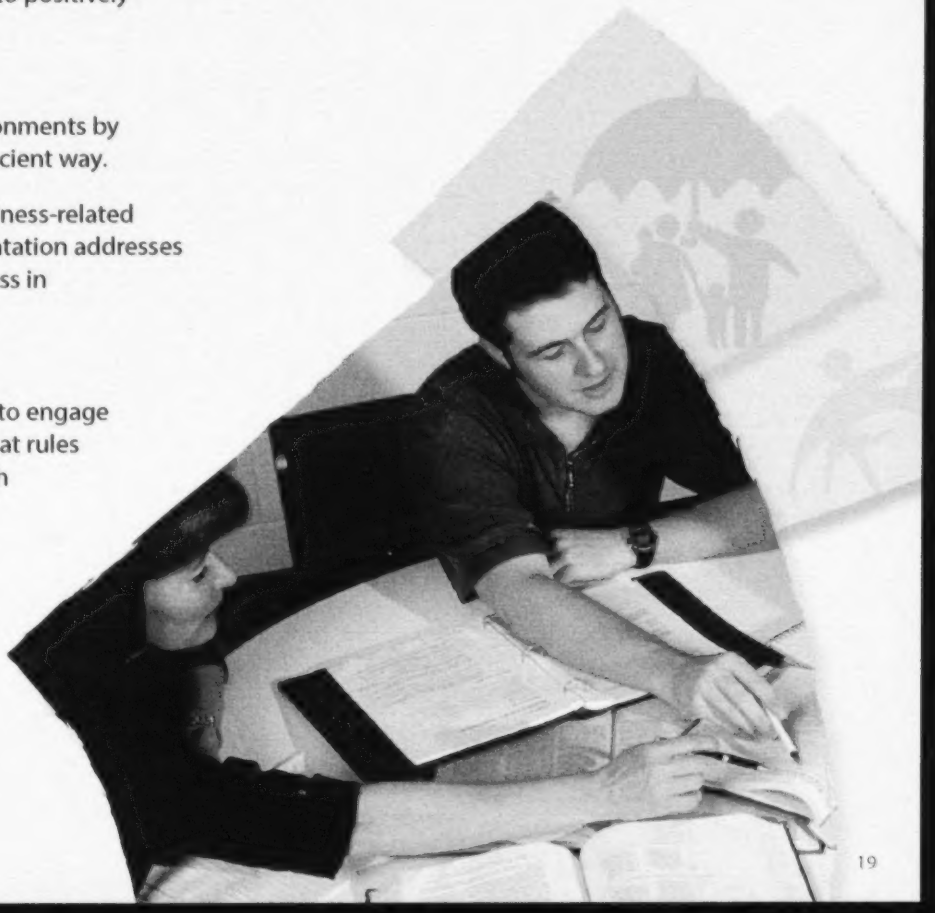
A policy is a guiding principle or a plan of action agreed to by a group of people with the power to carry it out and enforce it. Individuals and families can have personal or informal policies for themselves and visitors, related to behaviours or conditions within their homes. Public policies are aimed at the whole population or at specific target groups. They can be created by all levels of government, as well as by institutions such as schools or districts, hospitals, workplaces or community organizations. The impact of policies and legislation is to create conditions for supportive environments in order to positively influence wellness.

Benefits:

- Creates healthy and resilient environments by reaching more people in a very efficient way.
- Increasing capacity to support wellness-related policy development and implementation addresses an identified gap impacting wellness in the province.

Consider:

- Using the mental fitness approach to engage people in discussion about ways that rules or policies could help to accomplish wellness commitments (for more information, see page 12).
- Identifying ways to increase understanding of how policies at all levels influence wellness.
- Developing personal, community and system capacity to engage in the policy making process.
- Developing resources that support the adoption of healthy policies.
- Encouraging the development of new policies and legislation to support individual and community wellness.
- Enhancing the understanding of the importance of using wellness as a way to assess the potential impact of policies.



Promoting Evidence Informed Practice
Understand our situation through research and surveillance, evaluate to know what works and share what we have learned

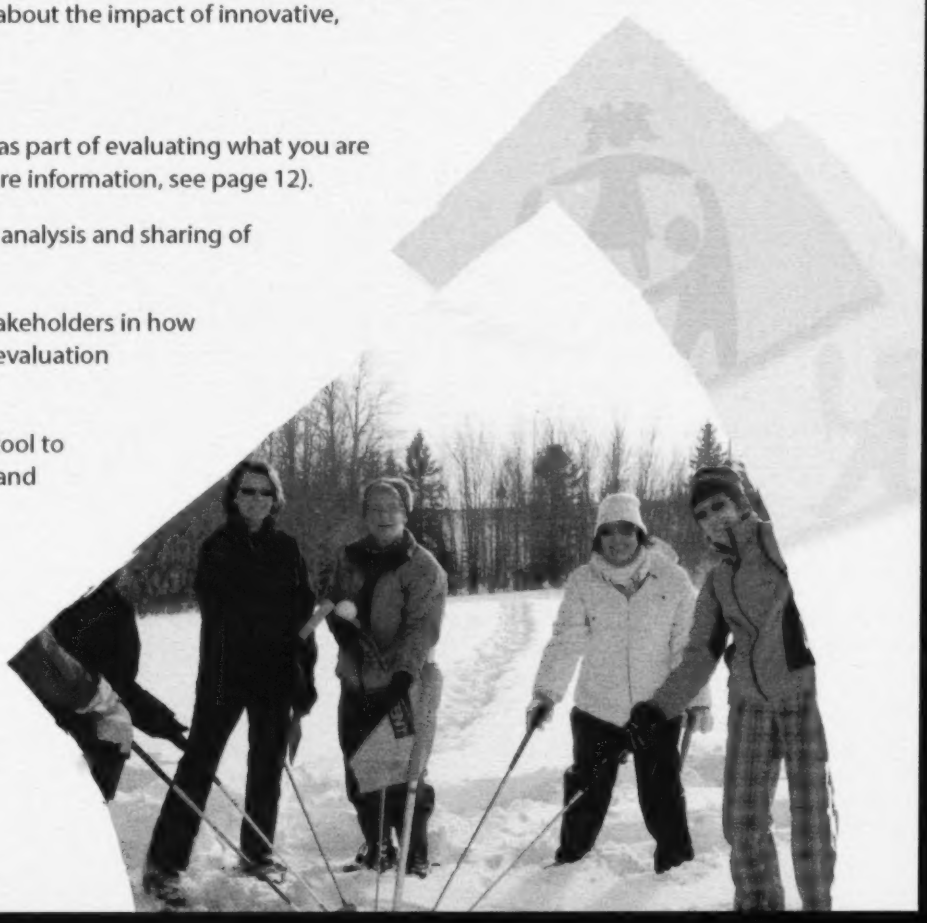
While it is important to ensure our efforts are based on a clear understanding of our situation, as well as what we know works, it is equally important to create mechanisms that allow continuous learning so that our efforts can be informed by others' success.

Benefits:

- Knowing and understanding data about our province helps to identify priorities and to design and implement effective initiatives, whether we are thinking about individuals and families, schools, communities, workplaces or other settings.
- Monitoring trends in data helps to identify progress, and helps to inform potential partners as to the business case for involvement.
- Enhancing capacity for evaluation and research within the province provides a way to identify and share stories about the impact of innovative, promising practices.

Consider:

- Using the mental fitness approach as part of evaluating what you are doing to enhance wellness (for more information, see page 12).
- Expanding efforts to partner in the analysis and sharing of relevant wellness data.
- Building knowledge and skills of stakeholders in how to access and use existing data for evaluation and research.
- Developing a common evaluation tool to support efforts to measure impact and share promising practices.
- Further developing in-province research capacity to support policy and practice questions.



WHAT OUTPUTS?

Outputs refer to what is created or produced as a result of the actions taken in support of the Wellness Strategy. They are the evidence that action is occurring and are tangible products that contribute towards achieving the desired outcomes. Outputs can be counted.

These outputs are found in every setting where action occurs. Whether in a family or community, a government department or a non-profit organization, the numbers and types of outputs are limitless.

The following examples identify potential outputs:

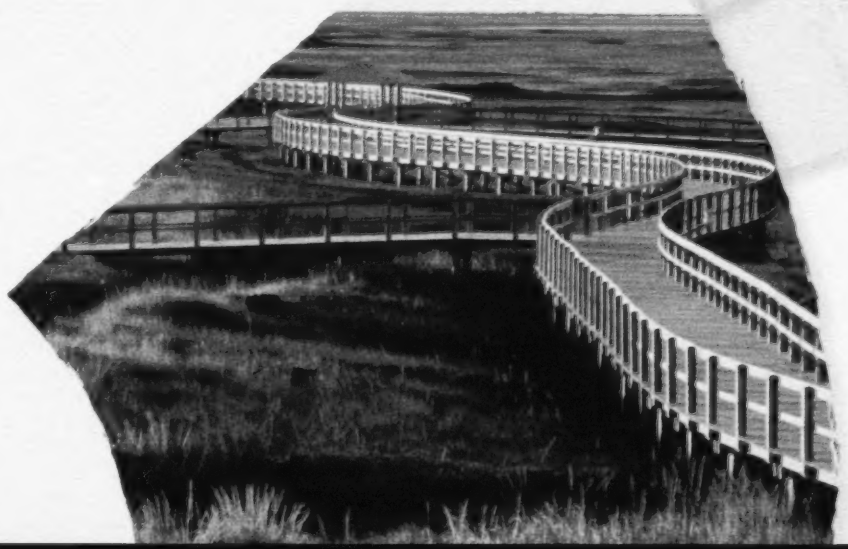
- ✓ Individual, family, group activities
- ✓ Partnership agreements
- ✓ Mobilization groups (committees, networks, etc.)

- ✓ List/map of our strengths and assets
- ✓ Initiatives built on assets
- ✓ New or adapted programs and services
- ✓ Learning and planning opportunities (workshops, conferences, other learning events, etc.)

- ✓ Resources and tools to communicate and share knowledge
- ✓ Storytelling to share history, traditions, wisdom
- ✓ New information

- ✓ Guidelines and practices
- ✓ Rules and policies
- ✓ Bylaws and legislation

- ✓ Data and surveillance
- ✓ Community profiles
- ✓ Research and evaluation reports
- ✓ Knowledge sharing (access and use data for evaluation and research)



OUTCOMES

In order for there to be a cultural shift towards wellness, there must be a combination of internal and external factors occurring simultaneously. When our homes, communities, schools, workplaces and other environments are supportive of wellness, individuals develop capacity to take action on wellness. Within settings, people with strong capacity in wellness typically are those who champion efforts to create healthy and resilient environments.

A cultural shift towards wellness will occur when the large majority of people and settings have adopted positive changes. Consistent with this idea of positive change, we are more likely to reach the stage of sustained and embedded practices and share this culture of wellness with future generations as a result of having individuals whose psychological needs for competence, autonomy and relatedness are being met.

The Wellness Strategy identifies two key outcomes that are inter-related and mutually support each other:

1. Healthy and resilient people – ***the majority of New Brunswickers have optimized their capacity to support healthy development and wellness for themselves and others.***

Individuals with greater capacity to support healthy development and wellness are more likely to engage in healthy decision making, are more socially oriented, less susceptible to marketing and influences leading them towards unhealthy choices, and have a sense of responsibility for their own health and that of others around them. These people have assets within themselves and in their immediate relationships that help them be resilient, motivated and engaged.

2. Healthy and resilient environments – ***conditions to support wellness are optimized in the majority of homes, schools, communities, workplaces and other settings.***

Healthy and resilient environments sustain, embed and support wellness, and protect people from conditions that can threaten good health. They foster participation and help people grow and develop. When our environments are more supportive and healthy choices are more accessible, people experience higher levels of health and wellness. Healthy and resilient environments can help make our choices in wellness easier.

Examples indicating progress on a cultural shift towards wellness:

- An individual or family choice to have a tobacco-free home supports wellness.
- A board of directors of a community organization working with a municipality to designate permanent space for a community food garden or outdoor play area supports wellness.
- A workplace manager recognizing absenteeism is connected to wellness and encouraging the well-being of its employees through regular and on-going training and development supports wellness.
- A principal and a recreation leader at a neighbouring seniors centre providing regular opportunities for students and seniors to share their respective skills and knowledge through intergenerational activities support wellness.

- A community group engaging community members around a common purpose to address poverty by creating and implementing a long term plan increasing the availability of appropriate and affordable housing supports wellness.
- Citizens engaging with government officials to create provincial legislation to improve accessibility and barrier-free buildings supports wellness.

These outcomes are influenced by action on the dimensions of wellness and on the determinants of health.

Dimensions of Wellness	Our wellness is supported when...
Emotional	... we understand ourselves, share feelings and cope with the challenges life can bring.
Mental/Intellectual	... we are open to new ideas and experiences that can be applied to personal decisions, group interaction and community betterment.
Physical	... we take care of our bodies and get through our daily activities without undue fatigue or physical stress.
Social	... we can relate to and connect with other people.
Spiritual	... we live meaningful and purposeful lives, and establish peace and harmony in our lives.
Environmental	... we recognize our own responsibility for the quality of the air, the water and the land that surrounds us.
Occupational	... we get personal fulfillment from our jobs or our chosen career fields, work in a healthy environment, and maintain balance in our lives.

Determinants of Health	We are likely to have better health when...
Income and Social Status	... we have higher social and economic status. In fact, these two factors seem to be the most important determinants of health.
Social Support Networks	... we have support from families, friends and communities.
Social Environments	... we have social stability, recognition of diversity, safety, good relationships, and community cohesiveness. This provides a supportive society that reduces or avoids many potential risks to good health. Societal values and rules affect the health and well-being of individuals and populations.
Education and Literacy	... we have higher levels of education and literacy, increasing opportunities for income and job security and a sense of control over life circumstances.
Employment and Working Conditions	... we have more control over our work circumstances and fewer stress-related demands on the job. Unemployment, underemployment, stressful or unsafe work are associated with poorer health.
Healthy Child Development	... we have positive prenatal and early childhood experiences. These experiences have a powerful effect on brain development, school readiness, and health in later life as well as general well-being, coping skills and competence.
Culture	... we consider that some persons or groups may face additional health risks due to the socio-economic environment, which is largely determined by dominant cultural values that contribute to the perpetuation of conditions such as marginalization, stigmatization, loss or devaluation of language and culture and lack of access to culturally appropriate health care and services.
Personal Health Practices and Coping Skills	... we take action to prevent diseases and promote self-care, cope with challenges, develop self-reliance, solve problems and make choices that enhance health. There is a growing recognition that personal life "choices" are greatly influenced by the socioeconomic environments in which people learn, work, play and live.
Physical Environments	... we ensure the physical factors in the natural and human-built environment such as air, water, and food and soil quality, housing, indoor air quality, and the design of communities and transportation systems are supportive of good health.
Health Services	... we have health services designed to maintain and promote health, to prevent disease, and to restore health and function. The health services continuum of care includes treatment and secondary prevention.
Gender	... we consider how each gender has specific health issues or may be affected in different ways by the same issue. Gender refers to the many different society-determined roles, personality traits, attitudes, behaviours, values as well as relative power and influence that society ascribes to the two sexes.
Biology and Genetic Endowment	... we consider that the basic biology and organic make-up of the human body and our genetic endowment provides an inherited predisposition to a wide range of individual responses (in some circumstances, predisposing certain individuals to particular diseases or health problems).

Adapted from: Public Health Agency of Canada[3]

Action on the dimensions of wellness and on the determinants of health significantly influences our ability to achieve the long term impact on enhanced quality of life.

IMPACT

Ultimately, wellness is about the quality of life experienced by New Brunswickers regardless of where they work, learn, play and live in the province. As we work together to achieve the vision of a healthy New Brunswick, over time we will see ***Enhanced Quality of Life for All***.

When New Brunswickers are healthy and well, we have the foundation for a strong, prosperous and successful province. When wellness improves within a population, it impacts all aspects of life within communities and within the province. Productivity, performance and engagement improve and the economy grows. Population retention and population growth are experienced. Investments in education, environment, job creation and job training are maximized.

Research[12,13] shows that self-rated general health and self-rated mental health are indicators of longevity and quality of life. In addition, socioeconomic differences are associated with differences in attitudes towards one's own health. In New Brunswick, the percentage of the population rating their own health as being very good or excellent was 54.6% in 2012.[5] The percentage of New Brunswickers rating their own mental health as being very good or excellent was 68.7% in 2012.[5]

We can use self-rated general health and self-rated mental health to assess the effectiveness of New Brunswick's Wellness Strategy in achieving enhanced quality of life for all.

The presence of the highest possible quality of life in its full breadth of expression focused on but not necessarily exclusive to: good living standards, robust health, a sustainable environment, vital communities, an educated populace, balanced time use, high levels of democratic participation, and access to and participation in leisure and culture.[11]

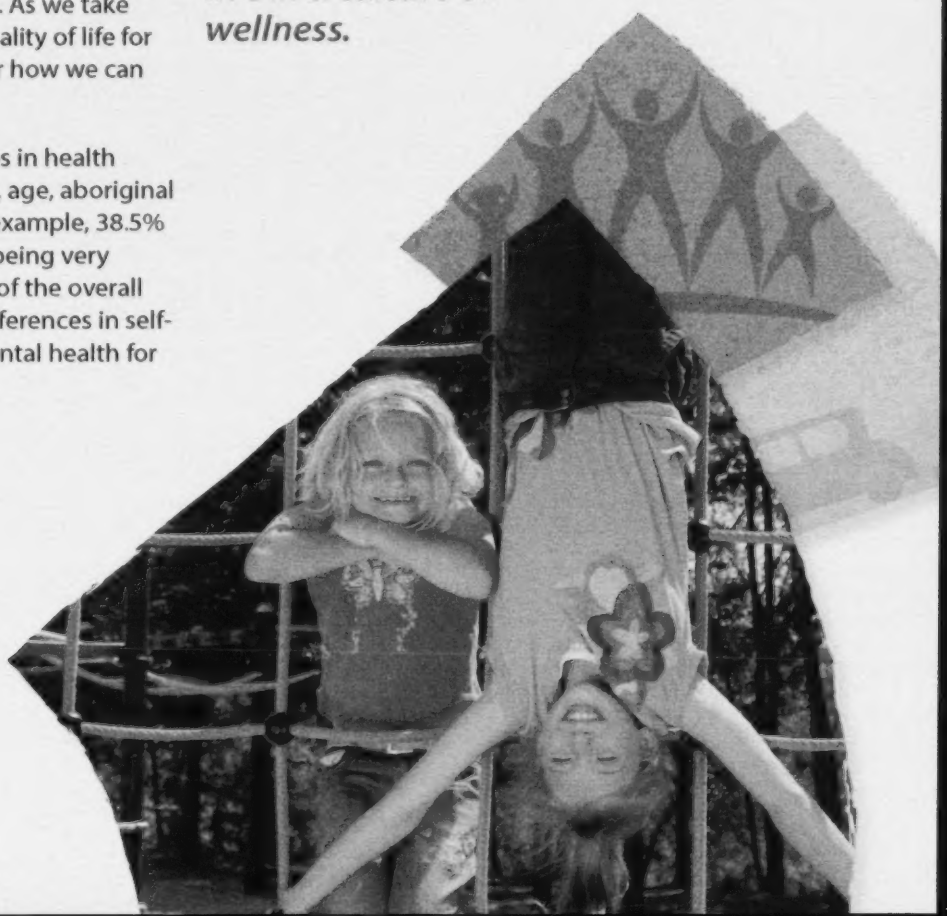
Indicator	2012 (baseline)[5]	Target 2021 (7 years)	Target 2030 (16 years)
Self-rated general health – percentage of New Brunswickers rating their own health as being very good or excellent.	54.6%	57%	59%
Self-rated mental health – percentage of New Brunswickers rating their own mental health as being very good or excellent	68.7%	71%	73%

Everyone wants to experience enhanced quality of life as well as live a long, healthy and productive life. Not everyone starts in the same place or with the same opportunities. **Health inequities**[14] refer to health differences that are socially produced, systematic across the population, and unfair. We call the differences in health between different groups of New Brunswickers the wellness gap. As we take action to improve wellness and the quality of life for all New Brunswickers, we also consider how we can close the gap.

In New Brunswick, there are differences in health based on geographic location, gender, age, aboriginal heritage and household income. For example, 38.5% of seniors rate their general health as being very good or excellent compared to 54.6% of the overall population. Appendix A highlights differences in self-rated general health and self-rated mental health for selected segments of the population.

Achieving enhanced quality of life for all reflects the ultimate vision of where we want to be, the new norm:

A healthy New Brunswick where, together, we learn, work, play and live in a culture of wellness.



MONITORING

Creating a culture of wellness in New Brunswick will take time, effort and resources. It is essential that progress towards achieving the outcomes of New Brunswick's Wellness Strategy is monitored to ensure we are on the right track and that efforts in support of the Strategy are moving us towards a culture of wellness. Monitoring plays a strategic role by creating opportunities to reflect on progress, look at where we have come from and where we are going.

Just as everyone plays a role in realizing the vision of a healthy New Brunswick, everyone shares responsibility to monitor progress towards that vision. Progress can be measured for all efforts undertaken in support of the Strategy using indicators determined by those accountable for those efforts.

To monitor the Wellness Strategy, consider the following:

Who plays a role? Who is involved in your efforts?

How are you effecting change? How many of the 5 key actions are you using to effect change?

What outputs are being produced?

How can you measure outcomes? We can track progress towards achieving the outcomes of the Wellness Strategy by considering indicators assessing healthy and resilient people and environments such as:

Examples of Indicators:
Healthy and Resilient People[15]

- Satisfied with mental fitness needs related to family
- Pro-social behaviours
- Oppositional behaviours
- Able to solve problems without harming myself and others
- Enjoy my cultural and family traditions
- Absence rates of full-time employees due to illness and disability

Examples of Indicators:
Healthy and Resilient Environments[15]

- Feel connected to his/her school
- Feel safe at school and in the community
- Know where to go to get help
- Have people to look up to
- Satisfied with mental fitness needs related to friends
- Satisfied with mental fitness needs related to school
- Sense of belonging to your community

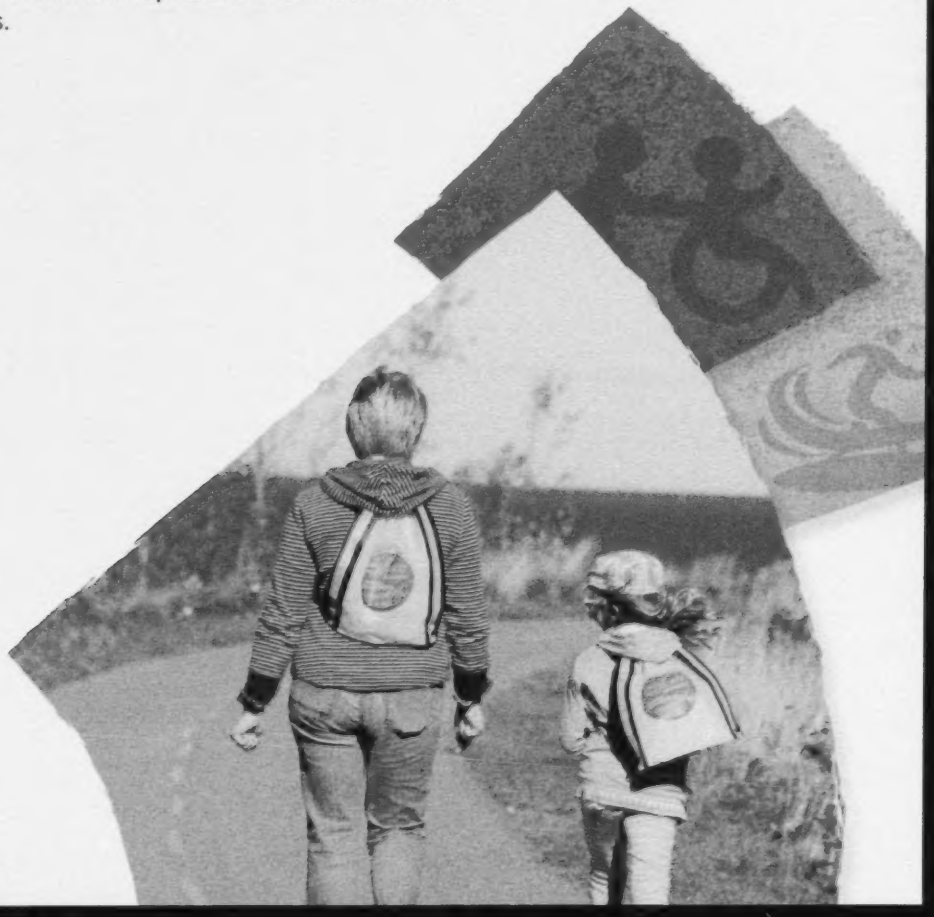
How can you assess positive progress on the dimensions of wellness and the determinants of health? Recognizing that the dimensions of wellness and the determinants of health influence our outcomes, it is useful to identify which dimensions and determinants you may be able to impact. By identifying common indicators in these areas, new partnerships and opportunities to collaborate can be identified. For example, a community organization working on reducing poverty in their community may consider other groups or organizations working towards the same goal. By working together, the groups may be able to leverage their resources and achieve a stronger outcome.

Appendix B highlights examples of possible common indicators of progress on the dimensions of wellness and the determinants of health.

MOVING TOWARDS A CULTURE OF WELLNESS

As society evolves, people and our environments continually change and adapt. We are now living in the technological age, where we can do almost everything with minimal effort. We are a society of plenty, however there are still people who do not have enough. Our challenge and our opportunity are to make a conscious decision as a society that our priority is wellness for everyone, everywhere, every day.

The timing couldn't be better! There is momentum throughout the province with a wellness movement that connects us, our efforts and our stories. Technology offers many opportunities to share information and knowledge easily - we have access to examples of successful initiatives across the province and around the world. All of us working together – individuals, families, schools, workplaces, organizations, communities and governments – will create a culture of wellness in New Brunswick. Our success will depend on how we build relationships and create environments that support and improve our wellness.



Every action supporting wellness contributes to a culture of wellness:

An individual choosing to bike to work
A parent helping their child learn to read and write
A family welcoming newcomers by inviting them to share a meal
Friends and neighbours helping build a barn
A health practitioner recommending local community resources to support healthy lifestyle behaviours for their patients
A community member joining a neighbourhood watch program increasing a sense of safety and security
A community organization helping individuals find appropriate housing and healthy food
A faith-based organization supporting volunteers to drive seniors to services or activities
A school principal creating opportunities for students to volunteer in their community
A government initiative involving multiple departments supporting age friendly communities
An employer creating opportunities for inclusion in the workplace
A municipal government designing accessible and walkable neighbourhoods

We are all part of achieving the vision of New Brunswick's Wellness Strategy:

a healthy New Brunswick where, together, we learn, work, play and live in a culture of wellness.

What is your contribution to creating a strong, positive legacy for future generations of New Brunswickers and bringing us into... **THE WELLNESS AGE?**

APPENDIX A

Indicators of Health Differences (Wellness Gap)

Self-rated general health – percentage rating their own health as being very good or excellent.

	New Brunswick average	Canadian average
Population (12 years and over)[16]	54.6%	59.9%
Geographic Location (not adjusted for age)[16]		
Zone 1: Moncton and Southeast	52.6%	
Zone 2: Fundy Shore and Saint John	55.9%	
Zone 3: Fredericton and River Valley	61.9%	
Zone 4: Madawaska and Northwest	50.1%	
Zone 5: Restigouche	49.2%	
Zone 6: Bathurst and Acadian Peninsula	48.1%	
Zone 7: Miramichi	51.1%	
Males[16]	52.1%	
Females[16]	56.9%	
Seniors (65+)[16]	38.5%	43.4%
Youth (12 – 16)	63.9%	69.0%
Aboriginal Population[17] (self-identified, 18 years and over)	41.9%	
Household Income Level[17] (18 years and over)		
Less than $25,000	35.6%	
$25,000 to $60,000	49.6%	
Greater than $60,000	67.1%	

Self-rated mental health – percentage rating their own mental health as being very good or excellent

	New Brunswick average	Canadian average
Population (12 years and over)[16]	68.7%	71.7%
Geographic Location (not adjusted for age)[16]		
Zone 1: Moncton and Southeast	66.9%	
Zone 2: Fundy Shore and Saint John	68.3%	
Zone 3: Fredericton and River Valley	71.9%	
Zone 4: Madawaska and Northwest	69.9%	
Zone 5: Restigouche	59.7%	
Zone 6: Bathurst and Acadian Peninsula	72.9%	
Zone 7: Miramichi	63.8%	
Males[16]	69.1%	
Females[16]	68.5%	
Seniors (65+)[16]	59.4%	68.9%
Youth (12 – 19)[16]	77.3%	77.2%
Aboriginal Population	Pending	
Household Income Level	Pending	

APPENDIX B

Examples of Positive Progress on the Dimensions of Wellness and on the Determinants of Health	Possible Common Indicators[35,38]
Enhanced food security	% of homes with moderate or severe food insecurity with children less than 18 present
Natural and built environment that better supports physical activity, social connectedness and active transportation	Availability of parks/public green spaces (%) % walking or bicycling to school or work % using public transportation
Accessible recreational facilities	# of recreational facilities per 10,000 population
Excellent air quality (includes protection from tobacco smoke)	Second hand smoke exposure Greenhouse gas emission
High employment	% of the population 15 years and older who are employed
Improved household income	% of New Brunswickers living in poverty % of households spending 30% or more of household income on shelter costs # of people leaving social assistance (net reduction)
Increased positive health behaviours (e.g., healthy eating, physical activity)	% physically active at least 30 minutes 3 or more times per week % eating fruits and vegetables, 5 or more daily % of adults who are overweight or obese
Accessible quality early learning and childcare system	# of approved child care spaces
Accessible quality elementary and secondary education system	% of students reaching the appropriate level of reading % of students who passed the regular Grade 11 provincial reading and writing exam % of students who passed the modified Grade 11 provincial reading and writing exam
High quality lifelong learning environments	Proportion of the labour force 25 to 64 years old with a post-secondary education
Reduced prevalence of tobacco, problematic alcohol and drug use	% of youth at risk of becoming a future smoker % current smokers, daily or occasional % of youth using marijuana within the last 12 months % consuming 5 or more alcoholic drinks at one time, at least once a month in the last year
Improved access to health services	% of New Brunswickers (12 years and older) who report having a family physician % who visited a personal family doctor % with access to a primary health team
Safer communities	Police reported crime rate trend over a 10 year period

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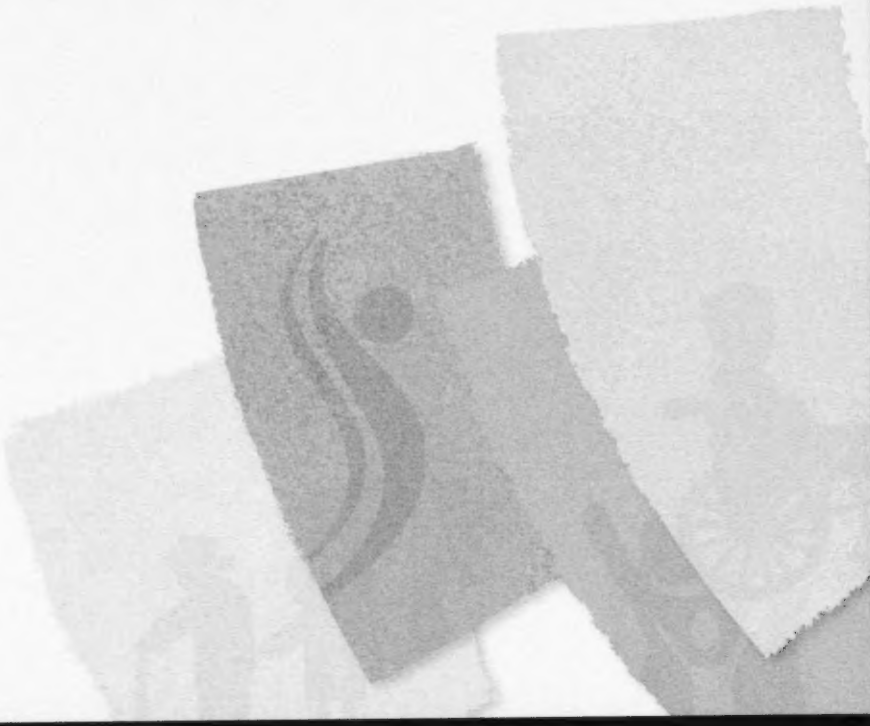

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